

McGraw-Hill's

AIR & WATER NEWS

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330 WEST 42nd STREET, NEW YORK, NEW YORK 10036

■ A weekly report on environmental problems—local, state, national and worldwide ■

September 27, 1968

Dear Sir:

Accurate and reliable information on local, state, regional, national, and global developments connected with air and water pollution is more important to you today than ever before.

It is also more difficult to obtain today than ever before.

This is why we believe you will be interested in this valuable invitation which permits you to receive AIR & WATER NEWS for three months at the special trial price of only \$10.

But, first let me tell you a little about this weekly newsletter . . .

It's no secret that environmental problems have long caused concern among health and medical experts; industrialists; and state, regional, federal, and city officials.

In recent years, drought in the Northeast has combined with increased pollution of Lakes & Rivers to greatly increase demands for enlarged water supplies. At the same time, the smog created by rapidly expanding industry has caused problems in air supply.

The result has been increased federal, state, and local pressure for advanced treatment of domestic sewerage, automobile exhaust fumes, incinerator fly ash, smoke from public utility plants, and waste by-products of mining, chemical, petroleum and manufacturing industries.

Because channels of communications between various levels of government and the decision makers in industry were vague and confused, we founded AIR & WATER NEWS.

This is an unbiased weekly newsletter intended to provide all persons interested in any aspect of pollution and waste disposal with accurate, up-to-the-minute information on legislative proposals, hearings, investigations, and other pertinent facts... including new books and other publications.

Although AIR & WATER NEWS is young, it has won respect in Washington and the state capitals - and in corporate echelons dealing with pollution - as a publication with a solid record of impartiality, integrity, and forthrightness in a controversial and difficult area.

As our sources of information recognize that we have no axes to grind, we are able to secure details not made available to others.

AIR & WATER NEWS has thus become the authoritative source of news on legislation, new processes, and new proposals concerned with pollution and waste disposal.

Recently, we have expanded our coverage and added new dimensions of reporting and interpretation. These are to help us keep you in close and constant touch with rapidly changing air and water requirements and the means of fulfilling them.

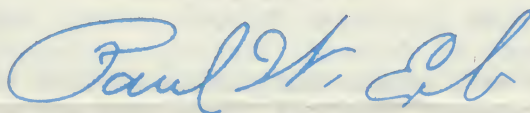
We expect that in each of the years to come there will be increased pressures to bring both air and water pollution under more effective control. Whether you're connected with industry or government, our aim is to see to it that you know what's going on in Washington and in state legislatures, in city halls and among conservation groups, in research organizations and in industry... everywhere pollution control is discussed and acted upon.

These are a few of the reasons why we feel that AIR & WATER NEWS - the McGraw-Hill weekly newsletter - can provide you with the entire big picture of news and information... and present it on your desk each Monday morning.

But . . . see for yourself - on a low-cost trial basis.

Take advantage of this invitation now and receive three months of weekly issues of AIR & WATER NEWS for only \$10. Just sign the enclosed reply card and mail it today.

Cordially yours,



Paul W. Erb
Circulation Manager

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P.S. So you can make your own voice heard, special attention is given each month to listing Current & Future Meetings; Research Grants & Contracts; People On-The-Move; New Books & Publications. You're sure to find this information a valuable extra.

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